



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency/T-Code  
Buyer  
Salesperson

Pol/Iss/Senate Majority (16628)  
**Waterfront Strategies (2541)/043489394**  
FURMAN,MIKE  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Issue (1068)  
ISS/SENATE MAJORITY PAC (140432)  
**National/Political**  
2204/06392415

Invoice 640881  
Inv Date 10/28/2012  
Terms Net 30  
Contract 338512  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

**Waterfront Strategies**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

SENATE MAJ PAC 10/24  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:43PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks: ELLEN/1</b>								
	Spot	10:00:04AM-Ellen	Day,W-1,Th-1,F-2	10/24/12 10:47AM (We)	00:30	Ellen	MAJ1201EDUH	\$350.00	
	Spot	10:00:04AM-Ellen	Day,W-1,Th-1,F-2	10/25/12 10:23AM (Th)	00:30	Ellen	MAJ1201EDUH	\$350.00	
	Spot	10:00:04AM-Ellen	Day,W-1,Th-1,F-2	10/26/12 10:24AM (Fr)	00:30	Ellen	MAJ1201EDUH	\$350.00	
	Spot	10:00:04AM-Ellen	Day,W-1,Th-1,F-2	10/26/12 10:57AM (Fr)	00:30	Ellen	MAJ1201EDUH	\$350.00	
2.0	<b>Contract Line Remarks: LATE NEWS/2</b>								
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	10/24/12 11:33PM (We)	00:30	CHANNEL 11 NEWS AT 11P	MAJ1201EDUH	\$2000.00	
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	10/25/12 11:34PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	MAJ1201EDUH	\$2000.00	
	Spot	10:59:34PM-CHANNE	Day,W-1,Th-1,F-1	10/26/12 11:28PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	MAJ1201EDUH	\$2000.00	
3.0	<b>Contract Line Remarks: TONIGHT/3</b>								
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	10/24/12 12:08AM (We)	00:30	Tonight Show	MAJ1201EDUH	\$675.00	
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	10/25/12 12:09AM (Th)	00:30	Tonight Show	MAJ1201EDUH	\$675.00	
	Spot	11:34:34PM-TONIGH	Day,W-1,Th-1,F-1	10/26/12 12:15AM (Fr)	00:30	Tonight Show	MAJ1201EDUH	\$675.00	
4.0	<b>Contract Line Remarks: NOON NEWS/4</b>								
	Spot	11:59:04AM-Channel	Per week (1),We,Th,Fr	10/25/12 12:29PM (Th)	00:30	Channel 11 News At Noon	MAJ1201EDUH	\$375.00	
5.0	<b>Contract Line Remarks: DAYS/5</b>								
	Spot	2:58:04PM-Days Of	Per week (2),We,Th,Fr	10/25/12 3:46PM (Th)	00:30	Days Of Our Lives	MAJ1201EDUH	\$500.00	
	Spot	2:58:04PM-Days Of	Per week (2),We,Th,Fr	10/26/12 3:27PM (Fr)	00:30	Days Of Our Lives	MAJ1201EDUH	\$500.00	
6.0	<b>Contract Line Remarks: JUDY 4-430P/6</b>								
	Spot	4:00:04PM-Judge Ju	Day,W-1,Th-1,F-2	10/24/12 4:20PM (We)	00:30	JUDGE JUDY 4P	MAJ1201EDUH	\$400.00	
	Spot	4:00:04PM-Judge Ju	Day,W-1,Th-1,F-2	10/25/12 4:19PM (Th)	00:30	JUDGE JUDY 4P	MAJ1201EDUH	\$400.00	
6.0	Spot			10/26/12			1 preempt @ \$400.00	\$0.00	Pre-empt
6.0	Spot			10/26/12			1 preempt @ \$400.00	\$0.00	Political
7.0	<b>Contract Line Remarks: JUDY 430-5P/7</b>								
	Spot	4:29:19PM-Judge Ju	Day,W-1,Th-1,F-2	10/24/12 4:56PM (We)	00:30	JUDGE JUDY 430P	MAJ1201EDUH	\$500.00	
	Spot	4:29:19PM-Judge Ju	Day,W-1,Th-1,F-2	10/25/12 4:56PM (Th)	00:30	JUDGE JUDY 430P	MAJ1201EDUH	\$500.00	
	Spot	4:29:19PM-Judge Ju	Day,W-1,Th-1,F-2	10/26/12 4:41PM (Fr)	00:30	JUDGE JUDY 430P	MAJ1201EDUH	\$500.00	
7.0	Spot			10/26/12			1 preempt @ \$500.00	\$0.00	Pre-empt
8.0	<b>Contract Line Remarks: NEWS 5-530P/8</b>								
	Spot	5:00:00PM- 5:30:00	Per week (1),We,Th,Fr	10/24/12 5:29PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MAJ1201EDUH	\$900.00	
9.0	Spot			10/24/12			2 preempts @ \$900.00	\$0.00	Pre-empt
10.0	<b>Contract Line Remarks: NEWS 6-630P/10</b>								
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	10/24/12 6:24PM (We)	00:30	Channel 11 News At 6pm M-F	MAJ1201EDUH	\$1000.00	
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	10/25/12 6:12PM (Th)	00:30	Channel 11 News At 6pm M-F	MAJ1201EDUH	\$1000.00	
	Spot	5:58:34PM-Channel	Day,W-1,Th-1,F-1	10/26/12 6:22PM (Fr)	00:30	Channel 11 News At 6pm M-F	MAJ1201EDUH	\$1000.00	
11.0	<b>Contract Line Remarks: NEWS 6-7A/11</b>								
	Spot	5:59:04AM-Channel	Per week (1),We,Th,Fr	10/25/12 6:09AM (Th)	00:30	Channel 11 News 6am	MAJ1201EDUH	\$800.00	
12.0	<b>Contract Line Remarks: JEOP 7-730P/12</b>								
	Spot	6:59:29PM-Jeopardy	Day,W-1,Th-1,F-2	10/24/12 7:07PM (We)	00:30	Jeopardy	MAJ1201EDUH	\$1800.00	



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SENATE MAJ PAC 10/24  
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CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:43PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
Spot		6:59:29PM-Jeopardy	Day,W-1,Th-1,F-2	10/25/12 7:06PM (Th)	00:30	Jeopardy	MAJ1201EDUH	\$1800.00	
Spot		6:59:29PM-Jeopardy	Day,W-1,Th-1,F-2	10/26/12 7:26PM (Fr)	00:30	Jeopardy	MAJ1201EDUH	\$1800.00	
12.0	Spot			10/26/12			1 preempt @ \$1800.00	\$0.00	Political
13.0	<b>Contract Line Remarks: TODAY 7-9A/13</b>								
Spot		6:58:04AM-Today SI	Per week (5),We,Th,Fr	10/24/12 7:24AM (We)	00:30	Today Show	MAJ1201EDUH	\$800.00	
Spot		6:58:04AM-Today SI	Per week (5),We,Th,Fr	10/25/12 8:29AM (Th)	00:30	Today Show	MAJ1201EDUH	\$800.00	
Spot		6:58:04AM-Today SI	Per week (5),We,Th,Fr	10/25/12 8:57AM (Th)	00:30	Today Show	MAJ1201EDUH	\$800.00	
Spot		6:58:04AM-Today SI	Per week (5),We,Th,Fr	10/26/12 8:28AM (Fr)	00:30	Today Show	MAJ1201EDUH	\$800.00	
Spot		6:58:04AM-Today SI	Per week (5),We,Th,Fr	10/26/12 8:49AM (Fr)	00:30	Today Show	MAJ1201EDUH	\$800.00	
14.0	<b>Contract Line Remarks: WHEEL/14</b>								
Spot		7:30:04PM-WHEEL	Day,W-1,Th-1,F-2	10/24/12 7:58PM (We)	00:30	Wheel Of Fortune	MAJ1201EDUH	\$1800.00	
Spot		7:30:04PM-WHEEL	Day,W-1,Th-1,F-2	10/25/12 7:58PM (Th)	00:30	Wheel Of Fortune	MAJ1201EDUH	\$1800.00	
Spot		7:30:04PM-WHEEL	Day,W-1,Th-1,F-2	10/26/12 7:43PM (Fr)	00:30	Wheel Of Fortune	MAJ1201EDUH	\$1800.00	
Spot		7:30:04PM-WHEEL	Day,W-1,Th-1,F-2	10/26/12 7:58PM (Fr)	00:30	Wheel Of Fortune	MAJ1201EDUH	\$1800.00	
15.0	<b>Contract Line Remarks: TODAY 9-10A/15</b>								
Spot		9:00:04AM-Today SI	Per week (2),We,Th,Fr	10/25/12 9:27AM (Th)	00:30	TODAY SHOW 9A	MAJ1201EDUH	\$400.00	
Spot		9:00:04AM-Today SI	Per week (2),We,Th,Fr	10/26/12 9:30AM (Fr)	00:30	TODAY SHOW 9A	MAJ1201EDUH	\$400.00	
18.0	<b>Contract Line Remarks: LATE NEWS/18</b>								
Spot		10:59:34PM-CHANNE	Day,Sa-1	10/27/12 11:18PM (Sa)	00:30	CHANNEL 11 NEWS AT 11P	MAJ1201EDUH	\$2100.00	
19.0	<b>Contract Line Remarks: SNL/19</b>								
Spot		11:29:34PM-NBC SAT	Day,Sa-1	10/27/12 12:01AM (Sa)	00:30	NBC SATURDAY NIGHT LIVE	MAJ1201EDUH	\$1200.00	
20.0	<b>Contract Line Remarks: SAT NEWS 8A-1030A/20</b>								
Spot		8:00:00AM-10:30:00	Day,Sa-1	10/27/12 9:23AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	MAJ1201EDUH	\$375.00	
21.0	<b>Contract Line Remarks: NEW FLW FB 1135P-1235A/21</b>								
Spot		11:30:04PM-Channel	Day,Su-1	10/28/12 12:00AM (Su)	00:30	Channel 11 News Following Football 1130P	MAJ1201EDUH	\$2250.00	
22.0	<b>Contract Line Remarks: SUN NEWS 8A-10A/22</b>								
Spot		8:00:00AM-10:00:00	Day,Su-1	10/28/12 9:59AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MAJ1201EDUH	\$375.00	
25.0	<b>Contract Line Remarks: CHICAGO FIRE 10-11P/</b>								
Prime		10:00:04PM-Chicago	Day,W-1	10/24/12 10:28PM (We)	00:30	Chicago Fire 10-11P	MAJ1201EDUH	\$4500.00	
42.0	<b>Contract Line Remarks: EM 5-530A/6</b>								
Spot		4:58:04AM-Channel	Day,F-1	10/26/12 5:13AM (Fr)	00:30	Channel 11 News 5am	MAJ1201EDUH	\$300.00	M/G For 6.0.1
43.0	<b>Contract Line Remarks: 6-7a/7</b>								
Spot		5:59:04AM-Channel	Day,F-1	10/26/12 6:23AM (Fr)	00:30	Channel 11 News 6am	MAJ1201EDUH	\$600.00	M/G For 7.0.1
44.0	<b>Contract Line Remarks: DATELINE/9</b>								
Prime		10:00:04PM-Dateline	Day,F-1	10/26/12 10:29PM (Fr)	00:30	Dateline 10-11P	MAJ1201EDUH	\$1800.00	M/G For 9.0.1,9.0.2
45.0	<b>Contract Line Remarks: FNA/6</b>								
Sports-Fox		6:59:04PM-Football	Day,Su-1	10/28/12 7:18PM (Su)	00:30	FOOTBALL NIGHT IN AMERICA	MAJ1201EDUH	\$2200.00	M/G For 6.0.2,12.0.1

**REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132**

**We warrant that the actual broadcast information  
shown on this invoice was taken from the official log.**

Gross Total	<b>\$50,900.00</b>	Total Spots	47
Commission	<b>(\$7,635.00)</b>		
Net Total	<b>\$43,265.00</b>		



PCNC  
4145 Evergreen Road  
Pittsburgh, PA 15214  
ph: (412) 237-1100  
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Advertiser  
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Pol/Iss/House Majority Pac (16681)  
Waterfront Strategies (2541)/043489394  
NAGELBERG,DAN  
Telerep/Philadelphia, Philadelphia (1057)  
ph: (555) 555-5555

Invoice 640877  
Inv Date 10/28/2012  
Terms Net 30  
Contract 338299  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Waterfront Strategies  
1010 Wisconsin Avenue  
Washington, DC 20007

AgM

Product Political - Issue (1068)  
Brand ISS/HOUSE MAJORITY PAC (133782)  
Acct Types National/Political  
Est/Headline 2162/06389851  
Demo  
Revision  
Comments

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:43PM

HOUSE MAJ PAC 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

Pittsburgh (PCNC)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.1	Contract Line Remarks:	<b>PCNC 8-9P/3</b>							
	Spot	8:00:00PM- 9:00:00	Day,Sa-1	10/27/12 8:51PM (Sa)	00:30	Hines Ward Show 830-9P	HMP12-PA12-T02	\$35.00	
2.0	Contract Line Remarks:	<b>News/7a-8a/4</b>							
	Spot	7:00:00AM- 8:00:00	Day,Su-1	10/28/12 7:39AM (Su)	00:30	CH11 NEWS 6A-7A 7AM	HMP12-PA12-T02	\$45.00	
5.0	Contract Line Remarks:	<b>PITTSBURGH THIS MNG R /8a-9a/1</b>							
	Spot	8:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/23/12 8:23AM (Tu)	00:30	PITTSBURGH THIS MORNING 8AM	HMP12-PA12-T02	\$75.00	
	Spot	8:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/24/12 8:43AM (We)	00:30	PITTSBURGH THIS MORNING 830AM	HMP12-PA12-T02	\$75.00	
	Spot	8:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/25/12 8:57AM (Th)	00:30	PITTSBURGH THIS MORNING 830AM	HMP12-PA12-T02	\$75.00	
	Spot	8:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/26/12 8:13AM (Fr)	00:30	PITTSBURGH THIS MORNING 8AM	HMP12-PA12-T02	\$75.00	
6.0	Contract Line Remarks:	<b>PCNC NEWS/ 9a-10a/2</b>							
	Spot	9:00:00AM-10:00:00	Per week (4),Tu,We,Th,Fr	10/23/12 9:14AM (Tu)	00:30	PCNC 9AM NEWS 9AM	HMP12-PA12-T02	\$75.00	
	Spot	9:00:00AM-10:00:00	Per week (4),Tu,We,Th,Fr	10/24/12 9:28AM (We)	00:30	PCNC 9AM NEWS 9AM	HMP12-PA12-T02	\$75.00	
	Spot	9:00:00AM-10:00:00	Per week (4),Tu,We,Th,Fr	10/25/12 9:29AM (Th)	00:30	PCNC 9AM NEWS 9AM	HMP12-PA12-T02	\$75.00	
	Spot	9:00:00AM-10:00:00	Per week (4),Tu,We,Th,Fr	10/26/12 9:28AM (Fr)	00:30	PCNC 9AM NEWS 9AM	HMP12-PA12-T02	\$75.00	

REMIT TO: PCNC P.O. BOX 643365 PGH, PA 15264-3365

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$680.00	Total Spots	10
Commission	(\$102.00)		
Net Total	\$578.00		